



Join us the second Thursday of every month for a series of "brown bag" seminars, sponsored by the National Renewable Energy Laboratory and the U.S. Department of Energy. Each seminar is held at NREL's Washington office with a videoconference link to Golden, Colorado. Topics focus on new and innovative renewable energy and energy analysis strategies, models, and technologies.



Energy Analysis Seminar Series

A "brown bag" analytical seminar series

Consumer Values and Energy R&D Planning

David J. Bjornstad, Researcher
Oak Ridge National Laboratory

Thursday, May 12, 2005

Noon – 1 p.m. (in Washington, D.C.)

10 – 11 a.m. (videoconference in Golden, Colo.)

R&D planning is typically conducted using models that may not properly reflect consumer behavior in the marketplace. When this is the case, R&D could be a technical success, but a marketplace failure. During this seminar, David J. Bjornstad will review the assumptions underlying the basic cost-effectiveness model, highlighting the conclusions that not all assumptions may be descriptive of behavior. The model also suggests an alternative set of assumptions and describes how they lead to a different planning paradigm. In brief, this model rejects the notion of consumers as "investors" and substitutes the notion that consumers seek out optimal combinations of attributes in energy, using products for which they have willingness to pay. Bjornstad will talk about how the model could apply to energy R&D planning at the Department of Energy (DOE).



David J. Bjornstad

David J. Bjornstad is a distinguished R&D staff member in the Oak Ridge National Laboratory's Environmental Science Division and a senior research associate of the Joint Institute for Energy and Environment in Knoxville, Tennessee. His principal work is in the field of economic policy analysis related to science and technology policy, energy, natural resources, and the environment. Bjornstad formerly was an adviser to the Department of Energy's Secretary of Energy Advisory Board (SEAB). There, he directed a task force on Economic Analysis and Modeling Related to Energy, which sought to develop recommendations to redefine the economic research agenda within DOE. Bjornstad received his Ph.D in economics from the Maxwell School of Syracuse University.

Golden, Colo., information

1617 Cole Blvd., Golden, Colorado
Building 15, Conference Room 375

Please contact Lynne Fenn at lynne_fenn@nrel.gov or 303-384-7439

Washington, D.C., information

901 D Street SW (also the Aerospace Building, 370 L'Enfant Promenade), adjacent to the Forrestal Building

Please contact Wanda Addison at wanda_addison@nrel.gov or 202-646-5278

If you are interested in participating in the seminar via conference call, please contact Wanda Addison at wanda_addison@nrel.gov or 202-646-5278 for instructions.

